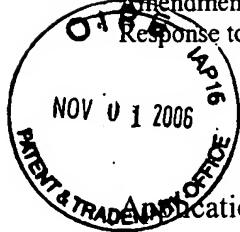


Appl. No.: 10/635,773
Amendment Dated November 1, 2006
Response to Office Action Mailed June 30, 2006

Express Mail Label:
EV 955981789 US



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 10/635,773

Confirmation No. 1703

Applicant: Sidney L. Bursten

Filed: 08/06/2003

TC/A.U.: 2625

Examiner: Jacob P. ROHWER

TRANSMITTAL LETTER

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Enclosed please find:

1. A Response to Office Action mailed June 30, 2006 directed to the above-referenced application;
2. An Interview Summary;
3. A Petition For a 2-Month Extension of Time; and
4. A check in the amount of \$225.00 as payment of the extension of time fee.

The Director of the U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, and conversely credit any overpayment to Deposit Account No. 18-1579. A duplicate copy of this letter is enclosed.

Respectfully Submitted,

Jon L. Roberts, Ph.D., J.D.
Registration No. 31,293
Elliott D. Light, Esq.
Registration No. 51,948
Roberts Mardula and Wertheim, LLC
11800 Sunrise Valley Drive, Suite 1000
Reston, VA 20191
703-391-2900

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Confirmation No. 1703

INTERVIEW SUMMARY PURSUANT TO 37 C.F.R. § 1.133

MAIL STOP AMENDMENTS

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

On October 18, 2006, a telephonic interview was conducted in which Jacob Rower and Mark Zimmerman participated for the Patent and Trademark Office and Elliott D. Light and Jon L. Roberts participated for Applicant. A second interview was conduction on October 24, 2006 in which Jacob Rower and Mark Zimmerman participated for the Patent and Trademark Office and Elliott D. Light participated for Applicant.

In the initial interview, Applicant submitted claim amendments and pointed to issues regarding the differences between the current invention and the prior art of record in Harris and Walker and their combination. While reviewing Walker, it was found that the reference does not disclose the limitation of the content control identifier as specified in the claims. In the second interview the Examiners and Applicant agreed that while Harris was limited to only printing the address and name information on the cover of a customizable magazine (booklet). It was further noted, that the submitted claim amendment, specifying a "signature" in place of "component" in accordance with applicant's clarification of "signature" provided in the specification on page 8, appears to overcome the Harris Jr Reference. Applicant indicated that a response to the previous office action incorporating the issues discussed would be provided.

Respectfully Submitted,

Jon L. Roberts, Ph.D., J.D.

Registration No. 31,293

Elliott D. Light, Esq.

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